

Data By IMS

US Consumer Database

SUMMARY

Data By IMS has the most in-depth consumer database available, with more than 220 million consumers in over 100 million households. Our consumer database is selectable by all popular fields of information. We understand the need for freshness of data, and update our records regularly.

Sources:
credit bureaus, 5,000 telephone directories, deed & tax assessor data, survey responses.

Updated:
Monthly, Quarterly

ADDITIONAL NOTES

Minimum Order:
5,000 records or \$250, whichever is greater.

Cancellation Charges:
\$50 flat

Sample Mail Piece and/or Telemarketing Script May be Required.

DELIVERY & FORMATS

Formats:
Comma or Tab Delimited
Fixed - Excel - Custom

Delivery:

E-Mail or FTP	\$50.00
CD-Rom or DVD Rom	\$50.00
Diskette	\$50.00
3 x 5 Cards	\$15/m
P/S Labels	\$11/m

PRICING

Universe	220,000,000
Base Price	\$90/m
With Phones	\$25/m

SELECTS

Homeowner	\$5/m
Mortgage Amount	\$5/m
Mortgage Date	\$5/m
Home Value	\$5/m
Presence of Children	\$5/m
Interests Selects	\$5/m
Hobbies	\$5/m
Presence of CC	\$5/m
Renter	\$5/m
Age	\$5/m
Gender	\$5/m
Income	\$5/m
Marital Status	\$5/m

SERVICES

DNC Scrub
Suppressions – Merge/Purge
Phone Appends
Reverse Appends
CASS Certification

QUOTES ON REQUEST

CONTACT INFORMATION

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List described as accurately as possible. Data By IMS does not guarantee its accuracy or the outcome. Stated prices are for one time use only. Multiple and limited use available upon request. Net/Name arrangements available on large quantities only. Data By IMS reserves the right to require prepayment on any or all data orders. Cancellations are subject to flat charge. Data By IMS is not liable for any damage or loss, sustained through the use of this list or for any special or consequential damages, and under no circumstances will the liability of Data By IMS exceed the price of the list.